

Jeremy Loops releases new track, "This Town" with Ladysmith Black Mambazo



By [Martin Myers](#)

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Jeremy Loops newest track and video "This Town", from his upcoming EP, *Souvenirs* features Ladysmith Black Mambazo.

Jeremy is a self-taught artist and his music is filled with sunshine-soaked melodies, a love for surfing and constant Bob Dylan-esque experimentation.

When he's not writing or singing, Jeremy finds inspiration in environmentally leaning work, such as his co-founded eco-initiative, Greenpop

Speaking about the EP and "This Town", Jeremy says "We had this huge plan for 2020 to drop an album and tour, but yeah, plans don't exactly survive pandemics. So instead, I asked myself if I could pick anybody in the world to write with, who would that be? And if I could write any kinds of songs, even ones that wouldn't traditionally make it onto an album, what would those be? This wonderful collection of songs on *Souvenirs* and being bold enough to reach out to LSBM is a result of asking those questions in an otherwise strange time."

I caught up with Jeremy last week.

■ ***The new decade means:***

Rolling pandemics.

■ ***Fame is about:***

Easy access to people with influence.

■ ***Retirement will happen when:***

Hmm. Who knows? When I bored?



Jeremy Loops - Photo by Alexa-Sedge - Image: Supplied

■ ***I don't do:***

I don't do 'I don't dos. Try everything once.

■ ***My music is about:***

My take on life and all that comes with it.

■ ***I would love to co-write with:***

There's a guy named Billy Raffoul who's recently caught my ear.

■ ***Where do you go for inspiration to create?***

River getaway about four hours outside Cape Town.

■ ***What is the most enjoyable aspect of your work?***

Performing live.

■ ***The song you must do in every show:***

"Down South". There would be riots without it.

▣ ***Any funny moments on stage?***

Too many to count.

▣ ***My heros:***

My dad, Bob Dylan, Woody Guthrie, and Andrew Bird.

▣ ***My style icon:***

I'm making it up as I go, to be honest.

▣ ***Which living person do you admire most and why?***

Probably my parents. My siblings and I are decent people doing okay in life and our family is very close. I think raising a close-knit family is admirable.

▣ ***What is your most treasured possession?***

Tough question. I don't treasure possessions, but it's practical to own a house, right?



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▣ ***It's your round what are you drinking?***

I dropped a limited-edition gin line with Inverroche. A bit self-congratulatory, I know, but that gin is amazing! Also have lots of time for a good bottle of red.

▣ ***Dream gig to do:***

Red Rocks in Colorado and the Cape Town Stadium. The stadium's acoustics aren't always great, but it marks something,

right?

▣ ***What makes you stand out?***

Being myself. Be you and you'll always stand out.

▣ ***Nicknames:***

Loopholes and Jezza.

▣ ***If you were not a musician what would you do?***

Photographer, maybe, or a property developer. That's what I studied at college. Thank heavens I didn't pursue it.

▣ ***Who would play you in a Hollywood Blockbuster and why?***

Hmm. I mean. Hmm. Chris Hemsworth, but with Taika Waititi directing it Ragnarök style? I don't know.



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▣ ***Favorite Fashion Garment:***

Hmm. Changes often. I have this colourful button up shirt I'm crazy about right now, but it's always changing.

▣ ***Top of your bucket list?***

Just getting back to playing shows frequently. Not a big ask, is it? Pandemic seems to think differently though.

▣ ***Your greatest achievement?***

Proving to myself I could make a real career out of music.

▣ ***What do you complain about most often?***

I try not to complain. What you speak manifests. So, if you're always complaining, that stuff's going to follow you everywhere.

▣ ***What is your fear?***

I fear not trying.

▣ ***Happiness is:***

A content family.

■ ***On stage I tend to?***

Bliss the f out!

■ ***The best life lesson you have been taught?***

Control only what you can. That which you cannot control, let it see itself through.

■ ***Do you get worked up whilst watching a sports game on TV?***

Nope. Surfing works me up sometimes, but I don't watch as frequently as I used to. I'm definitely not the guy losing it over rugger or football.

■ ***Where would you like to be right now?***

On tour!

■ ***Do you do charity work and if you do –what do you do?***

I co-founded a tree planting organization called Greenpop. We've planted more than 150,000 trees and are still going strong.

During lockdown, I also started an NGO called The Big Food Drive to feed communities most in need. To date, we've provided over 100,000 meals and on a great trajectory.



Jeremy Loops's Big Food Drive aims to serve 70,000 meals to poverty-stricken South Africans

4 May 2020



■ ***Wishes and dreams?***

I wish for others that which I wish for myself - that we all get to live out our full potential.

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